



Alliance Française

Madras - India

Job description

Cultural and communication Coordinator of the Alliance française of Madras

The Alliance Française of Madras (AFM) aims at promoting cultural relations between India and France in Tamil Nadu. Created in 1953, it is a Society affiliated to “Fondation Alliance Française”, based in Paris. The Alliance Française network is present in more than 135 countries, in five continents. The AFM is supported by the French Embassy and the French Institute in India with the objective of disseminating the French language in the city of Chennai and other parts of Tamil Nadu and gathering within its fold, all those who wish to contribute to developing knowledge and taste for French language and culture.

In line with its goal of promoting the French language and nurturing Indo-French relations through cultural programs and French language classes, the AFM that has been functional on college road since 1953, has today augmented its space to accommodate more possibilities in education, cultural collaborations and research.

The person will work on projects of cultural diffusion in several fields: promotion of cinema, performing arts, organization of shows, concerts, exhibitions, conferences, workshops, thematic animations...

The cultural coordinator's mission is to take charge of all projects in collaboration with the director:

(1) The cultural programming in connection with Indian partners and the French artistic and institutional network, the dissemination and cultural management of all events and activities of the Alliance française. Four priorities:

1. **Cinema:** promotion of French, European and Indian cinema. Development and implementation of events and partnerships with French and Indian institutions and local operators
2. **Visual arts:** programming and installation of exhibitions, communication and prospective. Setting up partnerships with universities, foundations and museums. Budget and sponsoring.
3. **Concerts:** follow-up of partnerships, programming, IF co-financing, network development and communication
4. **Development of fashion/textile projects:** development of the French and Indian network around fashion and textile, identification of designers, collaboration with fashion schools, organization of fashion shows



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(2) Development and management of cultural spaces: follow-up of rentals and development of revenues

(3) Development of sponsorship and patronage related to culture. One of the main objectives is the implementation and follow-up of a quality and financial approach with the search for financial partners and sponsors, in kind and financial, for events.

(4) Participate in any event organized by the AFM that requires communication; Coverage of events related to French for publication on social network in connection with the media library and cultural (videos, publications ...) and videos / real

The person works in liaison with various partners:

- Indian institutions (theatres - universities - galleries - cultural associations...)
- the IFI (French Embassy)
- the annex coordinator
- the media, press...
- the artists
- French cultural institutions (IF, Art Schools, Museums, Festivals, Communities)
- European (Goethe/British Council) and international (Japan Foundation) cultural networks

Profile:

- Master degree in business, marketing, communication, culture
- A first experience in these fields is required.
- Mastery of financial follow-up
- Writing and commercial skills as well as a good knowledge of communication practices
- Design of appropriate communication tools and materials
- Excellent command of English and Tamil, and if possible, of French

Desired start date: January 2023

Send your application including a letter of motivation + detailed C.V. to director@af-madras.org